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A2P SMS Market- Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2014 - 2020

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Press Release

Global A2P SMS Market to Grow at a CAGR of 4.2% till 2020

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REPORT DESCRIPTION

A2P SMS Market- Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2014 - 2020

Transparency Market Research has announced the publication of a new research report. The research report studies the A2P SMS market in absolute detail and provides an overview of its structure. According to the report, the global A2P SMS market was valued at US\$53.07 billion in 2013 and is expected to grow at a CAGR of 4.2% till 2020. This positive growth rate will be fueled by the growing applications of A2P SMS, especially in the web and mobile sector. The report, titled "A2P SMS Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2014 - 2020", gives a complete analysis of the global A2P SMS market along with its SWOT analysis and Porter's five forces analysis.

Browse the full A2P SMS Market report at:

<http://www.transparencymarketresearch.com/global-a2p-sms-market.html>

A2P SMS services are used in several verticals such as entertainment, banking, financial services and insurance (BFSI), retail, tourism, marketing, media, and healthcare. The interactive services on offer in the A2P SMS market are used for applications such as mass voting for contests, charity, announcements, and other such occasions that demand establishing a wider communication channel between the sender and the receiver. On the other hand, CRM services help the customers gain information about transactions and billing. The promotional campaign services segment uses A2P SMS for promoting brands, events, and other such activities by the enterprise through SMS. The inquiry and search-related services of the global A2P SMS market are inclusive of SMS-enabled services that the user can avail by feeding in certain information.

The key growth driver for the global A2P SMS market is the increasing number of mobile users opting for mobile payments, banking, and marketing activities. The market is also being propelled by innovations in the SMS platform with integrated application programming interface (APIs). In the long term, transactional activities that allow users higher convenience with post-transaction notifications and safety with one time passwords (OTP) will drive this market in the forecast period.

Browse the Press Release of A2P SMS Market at :

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According to the research report, Asia Pacific is the biggest market for the A2P SMS, with a market share of about 42.2% in the global market in 2013. Industry experts attribute this mammoth growth to the huge number of advertising opportunities in this region and in Rest of the World. These opportunities are a result of the massive number of mobile phone users in these regions. Additionally, as several companies are concentrating on opening their businesses in these regions, they are creating newer opportunities for expansion of the A2P SMS market.

The global A2P SMS market consists of bulk SMS providers, SMS aggregators, marketers or resellers, SMS gateway providers, and telecom operators. Some of the leading players in the global A2P SMS market are Symsoft AB, AMD Telecom S.A., FortyTwo Telecom AB, Syniverse Technologies LLC., mBlox, Inc., Silverstreet BV, Ogangi Corporation, and Tanla Solutions Ltd.

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